

Massachusetts Small Business Development Center Network
Boston Regional Office and Minority Business Center
At UMass Boston
PRELIMINARY- Spring/Summer 2010 Training Calendar



Tuesday, 1/26 Getting Started in Business FREE

This popular workshop provides a complete overview of business start-up and planning considerations, oriented to those planning a venture as well as existing small business owners. Topics include the entrepreneurial life-style, feasibility, business strategy, business plan preparation, marketing, financing, and additional resources. **Time:** 6:00-8:00pm (Check-in registration will begin at 5:30pm) **Location:** Copley Square Library, 700 Boylston Street, Conference Room 05/06, Boston **Co-sponsors:** Kirstein Business Library

Tuesday, 2/16 Business Strategy for Tough Economic Times FREE

This workshop will provide valuable perspective on sharpening your business strategy, understanding basic finance and accounting concepts, managing cash flow in a depressed economy, pursuing outside capital for your business, and more effectively navigating a difficult business environment. **Time:** 6:00-8:00pm (Check-in registration will begin at 5:30pm) **Location:** Copley Square Library, 700 Boylston Street, Conference Room 05/06, Boston **Co-sponsors:** Kirstein Business Library

Tuesday, 3/9 Getting Started in Business FREE

This popular workshop provides a complete overview of business start-up and planning considerations, oriented to those planning a venture as well as existing small business owners. Topics include the entrepreneurial life-style, feasibility, business strategy, business plan preparation, marketing, financing, and additional resources. **Time:** 6:00-8:00pm (Check-in registration will begin at 5:30pm) **Location:** Quincy TBD **Co-sponsors:** Quincy Chamber of Commerce and Quincy 2000 Collaborative

♦ Advance registration is required for all workshops featured in this flyer as space is limited. ♦ Register online at www.sbdc.umb.edu/training or by telephone by calling our Boston Regional Office at **617-287-7750**. ♦ Check-in starts a half hour before a workshop begins. ♦ The training calendar is subject to change without notice. The MSBDC reserves the right to cancel or reschedule a training session due insufficient enrollment. ♦ Workshop materials are for attendees only.

Tuesday, 3/23 Business Finance & Accounting Basics FREE

So, you've never had any formal business or accounting training, and you're not sure what's coming in, what's going out, and whether you're making money or not. This workshop will introduce you to the wonderful world of finance and accounting. We will cover a number of basics that every entrepreneur or company owner (big or small) should know- including record-keeping, tax considerations, cost accounting, pricing, financial statements, accounting software, vendors, and strategies for keeping it all together. **Time:** 6:00-8:00pm (Check-in registration will begin at 5:30pm) **Location:** Copley Square Library, 700 Boylston Street, Conference Room 05/06, Boston **Co-sponsors:** Kirstein Business Library

Thursday, 4/15 Sales and Marketing Basics FREE

So, you've already started your business, but nobody is calling, and nobody is buying (or they aren't buying enough!). This workshop provides an overview and orientation to basic marketing concepts, strategies and tactics. You will learn about developing marketing strategies, conducting research, establishing pricing, the meaning of "branding", distribution channels, advertising, public relations, and most importantly, ideas for maximizing awareness and sales. **Time:** 6:00-8:00pm (Check-in registration will begin at 5:30pm) **Location:** Copley Square Library, 700 Boylston Street, McKim Building, Orientation Room, Boston **Co-sponsors:** Kirstein Business Library

Monday, 5/10 Business Law and Contracts FREE

Any economic transaction embodies a contract. In this comprehensive overview of business law and contracts, you will learn about how contracts are defined and constructed, the types of law that govern contracts, navigating oral and written contracts, contracts in the internet age, breaches, disputes, and different avenues for remediation, bankruptcy, and typical issues and areas of concern, including product liability, employment agreements, commercial leases, and finding corporate attorneys to meet your need. **Time:** 6:00-8:00pm (Check-in registration will begin at 5:30pm) **Location:** Copley Square Library, 700 Boylston Street, McKim Building, Orientation Room, Boston **Co-sponsors:** Kirstein Business Library and Lawyer's Committee for Civil Rights

The Massachusetts Small Business Development Center Network is a partnership program with the U.S. Small Business Administration and the Massachusetts Department of Business Development under Cooperative Agreement 10-603001-Z-0022-30 through the University of Massachusetts Amherst. SBDCs are a program supported by the U.S. Small Business Administration and extended to the public on a non-discriminatory basis. SBA cannot endorse any products, opinions or services of any external parties or activities. Reasonable accommodations for persons with disabilities will be made, if requested at least two weeks in advance. The workshop calendar is subject to change without notice. The MSBDC reserves the right to cancel or reschedule a workshop due to insufficient enrollment. For further information, contact our Boston Regional Office at 617-287-7750.

REVISED- 12/28/09